



CollegeWeekLive Results:

- Get more stealth applicants to communicate
- Increase the diversity of the student body
- Improve yield rates and decrease summer melt

College: Miami University of Ohio

Location: Oxford, Ohio

Size: 16,000 students

Miami University of Ohio (Miami U) is nationally recognized for its outstanding undergraduate programs. The university combines a wide range of strong academic programs with the personal attention ordinarily found only at much smaller institutions.

The opportunity

Miami University’s focus on personal attention begins in the admissions process. To that end, the admissions team was looking for ways to stay connected with students they’d already visited in person or who had already toured the campus. In addition, they were hoping to use online communications to connect with students in regions they couldn’t travel to.

“We pride ourselves on our student experiences, yet we’re only able to reach a certain percentage of prospective students in person,” said Aaron Bixler, Associate Director, International Recruitment and Support Services for Miami University of Ohio. “Giving students support throughout the admissions process improves their experience, which is particularly beneficial for international students who face lots of decisions as they plan to attend a university far from home.”

The solution

To strengthen relationships with students in their database, Miami University began working with CollegeWeekLive to find new ways to keep students connected before and after they applied. They now invite prospective and admitted students to chat with admissions counselors anytime at CollegeWeekLive.com. “We see great value in connecting with students who already know about us,” Bixler said. “Online chat is a fantastic way to reinforce our message and provide content that students value. We can offer online chats on any topic we like, from essay writing workshops to application process overviews, pre-orientation for accepted students, campus life previews, and more.”

The university also hosts online video presentations to deliver targeted content to students. “We can adapt video presentations that we’ve

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delivered in-person at international high schools and reuse these as online video presentations at CollegeWeekLive. For example, we've created a pre-departure presentation for Chinese students who will be joining us and will repurpose that and share it with a wider audience through CollegeWeekLive."

The university also uses events such as CollegeWeekLive's International Students Day to bring stealth applicants to the forefront. "We were very pleased with the results," Bixler said. "We got a good response from students who had already applied and either hadn't received an acceptance letter yet or who had been admitted. It was an opportunity for students to learn more about our culture and programs, and to get answers to all their questions."

Building on this success, the admissions team is planning to use CollegeWeekLive's High School Connect site to meet students at more international feeder schools as well as EducationUSA offices before and after in-person visits.

The results

Miami University has found CollegeWeekLive an effective way to reach students at key points throughout the admissions process. "The more we keep admitted and enrolled students engaged in meaningful ways, the more we can improve yield and reduce summer melt," Bixler said.

"In addition, CollegeWeekLive supports our goals of increasing diversity. Part of our mission is to promote a diverse culture of inclusion. Using CollegeWeekLive allows us to be more inclusive. Students can connect with us online, no matter where they are."

About CollegeWeekLive

CollegeWeekLive is the leading channel where students and colleges meet online. More than one million students from 192 countries rely on CollegeWeekLive to help navigate college admissions. This live channel enables students to have unscripted conversations with college students and admissions counselors from hundreds of colleges and universities. Students, parents, and counselors visit CollegeWeekLive can engage directly with universities at every stage of the enrollment process. For more information, please visit www.collegeweeklive.com.



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